**CAREER CONNECTION CADRE MEETING  
Mainland High School Media Center, 8:00 am – 9:30 am  
January 20, 2010  
MINUTES**



1. **Welcome** by Dr. Cheryl Salerno and Mainland academy students. Dr. Salerno commented on the important role that academies play at MHS and students discussed why they chose MHS and career academies and their postsecondary plans.
2. **Introductions** by Brad Giles, Chair

**Attendees included:** Brad Giles, Giles Electric,; Raymond Mark, .decimal, inc.; Bo Brewer, The People Business; Katie Conrad, Daytona Regional Chamber of Commerce; Sarah Buckwald, Benedict Advertising; Chris LeBlanc, Benedict Advertising; Judge Shawn Briese, Volusia County Circuit Court; John Phillips, Embry-Riddle University; Rick Fraser, Center for Business Excellence; Charlie Sands, KoSans Associates; Gerry Frisby, Daytona State College; Paul Mitchell, Volusia County Economic Development; Jim Cameron, Daytona Regional Chamber of Commerce; Bob Coleman, Florida, Power & Light; Mary Bruno, Volusia County Schools; Michelle Walka, Atlantic High volunteer; Tom Besaw, Volusia County Schools; Liz Taylor, Volusia County Schools; and Dan Cox, Volusia County Schools.

1. **Update: Habitat for Humanity Partnership**

Dan Cox showed a TV Station 2 video showing the New Smyrna Beach Habitat House being moved from the school to its permanent location in the community. This home is a partnership of New Smyrna Beach and the Building Construction Academy at New Smyrna Beach High School.

**IV. Update on economic development goal:**

* High School Showcase: Brad Giles discussed the Showcase which took place at the Volusia County Fairgrounds. The showcase was attended over 2500 8th grade students and their parents . All 28 Volusia Career Academies were showcased at the event.

Bob Coleman, past Chair, received special recognition for his years of service to the Career Connection.

* Rick Fraser, President of the Center for Business Excellence, updated the Cadre on his efforts to have the Cadre and Volusia County Schools represented and participating in any economic development events in the county to stress the strength of Volusia’s Career Academies and programs and the Value Added they would give to current and future businesses.
* Chris LeBlanc, Benedict Advertising, will lead a workshop on potential benefit of the branding of Career Academies. Brad and Tom will negotiate a date for the workshop.

1. **Career Academies**

* Mary Bruno, Director, discussed the evaluations of the 28 Career Academies. Results attached. Academies market in red are on probation and have turned in a corrective action plan. Academies listed in yellow are experiencing low enrollment issues. Various cadre members discussed strategies to increase enrollment in the academies.
* Judge Shawn Briese led a discussion of recommendations from cadre members who participated in the academy evaluations. Recommendations included:
  + Creation of a blueprint to be used in the development of new academies
  + Have established academies mentor new academies
  + Providing a vehicle for academies to share best practices and assist each other in the implementing of the best practices.
  + Each academy be required to have an Alumni Association. This association will be used to gather data and assist in the marketing of the academy.
  + Bo Brewer stressed the development of a 5 year strategic plan for Volusia’s Career Academies and Career & Technical Education programs to include a marketing plan, a plan to build advisory committees, strategies on how to connect to other academies and the business community, and formation of an alumni association.. He further recommended that the Young Professionals Group (YPG) for advice and membership on the Cadre.
  + Academy advisory committees should have a minimum of 15 members, the majority of whom are business people.
  + Revise the Academy Evaluation rubric to be specific in the documentation
  + Require academy classroom visits for the evaluation team participating in evaluations.
  + Encourage academies within a school to plan joint fund raising events.

1. **Business/Community Partnerships**

* Gerry Frisby noted that Daytona State College is taking articulation agreements in Culinary and Criminal Justice to their board this month. A health articulation agreement is being developed.
* UCF and ERAU are developing program relationships with career academies with High School DDD in Orange City.

1. **Social Marketing Strategies**

* Katie Conrad of the Halifax Chamber and President of YPG, Sarah Buckwald &Chris LeBlanc of Benedict Advertising held a mini workshop on the power of using social marketing strategies to market businesses and academies stressing the advantage of two-way communication.
* The building of the alumni association through social marketing media.
* Katie further recommended that the YPG be tapped for advice and participation in mentoring, internships and job shadowing.
* Brad Giles requested that there be 3 mini-workshops and accomplished, with results presented to the next cadre meeting on May 19, 2010. Topics to be addressed:
  + 5 Year Strategic Plan
  + Social Marketing- next steps
  + Branding of academies

1. **Tour of Mainland Career Academies**

**Next Cadre meeting**: May 19, 2010-- 8:00 am

**Schedule of cadre meetings for 2010-2011:**

* September 8, 2010
* January 12, 2011
* May 11, 2011